

**GOVERNMENT OF INDIA
EXTERNAL AFFAIRS
LOK SABHA**

UNSTARRED QUESTION NO:1264
ANSWERED ON:08.12.2004
DEROGATORY DEPICTION OF INDIAN GODS
Yerrannaidu Shri Kinjarapu

Will the Minister of EXTERNAL AFFAIRS be pleased to state:

(a) whether it has come to the notice of the Government that certain foreign companies are manufacturing women's undergarments with imprints of Hindu Gods and Goddesses on them; and

(b) if so, the action taken/proposed to be taken with the foreign Governments for withdrawal of the products hurting the sentiments of Indians?

Answer

THE MINISTER OF STATE IN THE MINISTRY OF EXTERNAL AFFAIRS (SHRI E. AHAMED)

(a) & (b) Our Mission in Rome has come across press reports of women's undergarmets showing images of Hindu Gods being sold, designed by an Italian designer Roberto Cavalli. The matter was taken up by the Mission directly with Reberto Cavalli's office. His office has in a letter to the Mission informed that they have written to UK-based Hindu organizations regretting the offence caused. They further informed that they have ordered the withdrawal of such garments from the market.